



Fresh & Tasty

The **fresh** alternative for current

Ready to Eat meals

bringing convenience to good food.

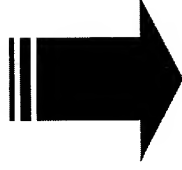
Fresh & Tasty

why?



Trends in the marketplace:

- Time is the most valuable ingredient in the kitchen
- Healthy tasteprofile
- Products with a healthy character
- Authenticity
- Simplicity
- Easy preparation



Consumers feel the need for a recognisable and fast alternative for their traditional meal which is healthy, tasty and easy to prepare

bringing convenience to good food.

Current ready to eat meals



- The look and feel of a meal is very important at the time a buying decision is made. Fresh vegetables in particular provide a good appearance. From the same qualitative research we know that having fresh vegetables in a meal the meal is rated as fresh

So: fresh vegetables = good appearance = healthy!

- Most meals are only heated in microwave and not prepared in microwave. Vegetables in particular taste really better when prepared in microwave (better bite, better visibility, better taste)

Therefore: **Fresh & Tasty**

bringing convenience to good food.

More about Fresh & Tasty



Patented concept

Like the steam-meals this tasty and fresh concept is based on the same

Patented technology (with the valves and separate compartments/heating)

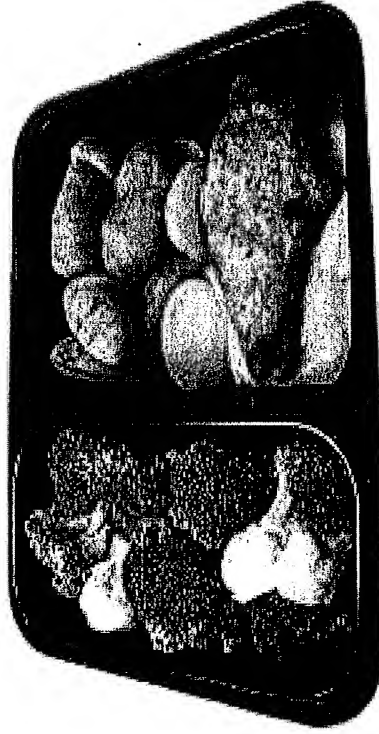
Positioning

Ultra-fresh reasy-to-eat meal. Fresh and tasty, attractive

Elements

- Tasty!
- fresh-appeal of vegetables gives healthy perception
- 150 gram fresh vegetables. Prepared in the packaging for optimal taste and quality (patented concept).
- Populair and honest recipes from Dutch, Italian and Oriental kitchen
- 8-10 days shelf life.
- 450 gram, advised retail price €3,99
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Attractive Appearance

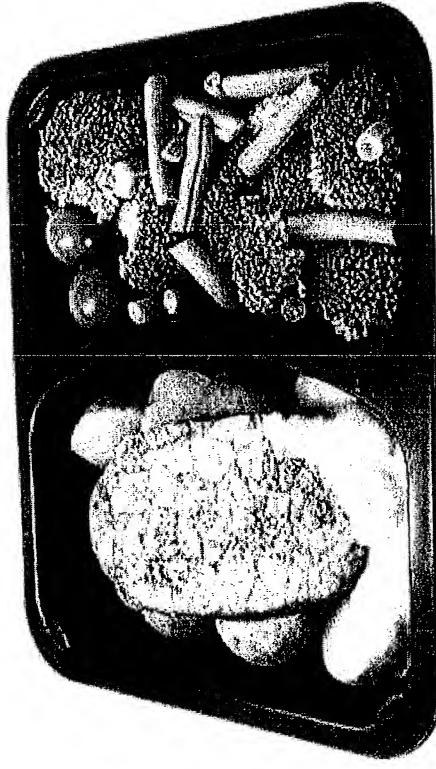


Honest!



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Ultrafresh!



Tasty!

The consumers opinion



- Looks good and fresh;
 - Nice and tasty, I like the vegetables and the unpeeled potatoes;
 - Looks much better than in the shop:
 - I like the two compartments because the vegetables are separated from the rest;
 - Please make sure there is not too much packaging so I can see what's inside;
 - *"looks like home-cooked"*
- Consumers response is positive to the concept, the composition of the meal and the expected sales price;
- The intention to buy is high.

Bron: kwalitatief onderzoek door ISMC, april 2009, waarbij 2 groepen van 9 gebruikers van kant en klaar maaltijden zijn geïnterviewd

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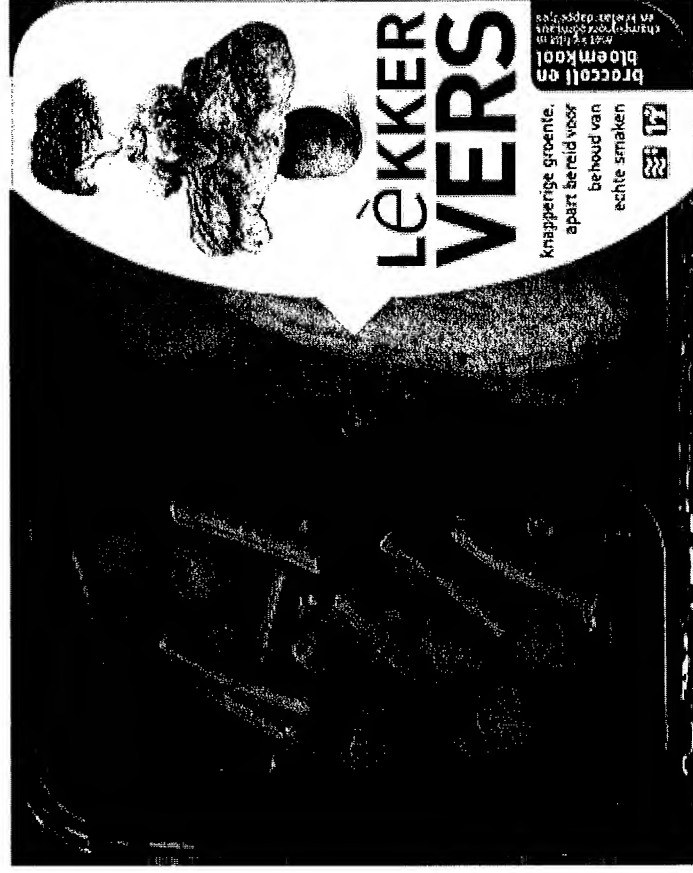
Productrange Fresh & Taste



- **Dutch Meatball** with unpeeled potatoes, gravy with oignons, broccoli and cauliflower
- **Dutch Sausage** with unpeeled potatoes, sauce with mustard, green beans and carrots
- **Chicken breast** with unpeeled potatoes, sauce with pepper, green beans and carrots
- **Italian pasta** with small meatballs, tomato sauce, broccoli and green beans
- Oriental chicken satay, with noodles, satay sauce, cauliflower and leeks

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Uw eigen Lekker & Gezond



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